

KICKSTART YOUR

Life

START A 30 DAY JOURNEY

Avena Originals is MORE than a supplement company, we want to inspire to live an empowered lifestyle. We believe that your body needs more than supplements to flourish. You need to be active and support your body with a wholesome diet as well! Take the 30 day challenge to enrich the knowledge you have about health and kick start the ultimate health journey.



Your declaration statement:

You should read your declaration statement 2-3 times daily to MOTIVATE and EMPOWER you on your journey. See page 12 for more information about how to fill out your declaration statement.



30 DAY EMPOWERMENT
AVENA ORIGINALS

WHAT TO EXPECT

DETOXIFICATION

There are many things you can plan for when starting a healthy living journey; for some this is going to include something called detoxification. When you choose to detoxify and make the effort to get rid of these toxins from your body, there are some common and uncommon symptoms you may experience. The most known and common of these are fatigue and headaches. Take for example quitting caffeine or coffee. Many people get headaches within 24 hours of stopping coffee. Although this is temporary, it's definitely not fun to go through at the time. That's what's so important to remember when detoxifying, the effects are not going to last forever. Depending on age, circumstances, toxicity level, fitness level, and the speed you want to detoxify at, these can last anywhere from hours to days and sometimes a week or two. So before starting your healing journey it's just as important to plan ahead for potential detoxification symptoms. Those first few days might be tough - but if you stick through it they'll all be worth it!

Common detoxification or healing crisis symptoms:

- headaches
- fatigue
- restlessness
- irritability
- bowel disruption
- acne
- insomnia
- sweating
- rashes or hives
- foul breath or body odour
- dry skin and brittle nails

(You may have one or more of these symptoms, or none, it all depends on you your body type and the type of detoxification you're doing.)

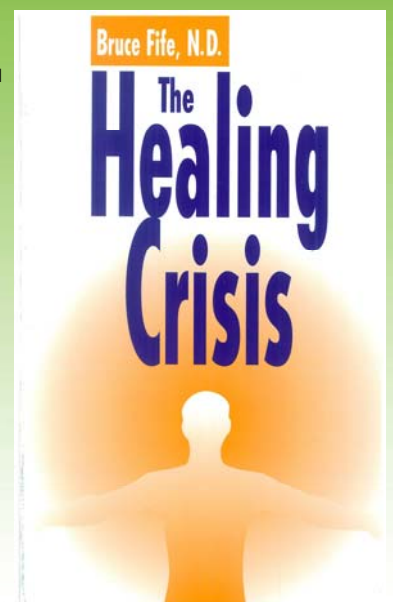
Managing Detoxification & The Healing Crisis

What is a Healing Crisis? This is true for those who have already experienced a healing crisis before. A healing crisis is something your body can go through while you are changing your lifestyle. Anytime you start a new health and healing program there is a possibility of experiencing a healing crisis. This is because whenever you're changing your diet or lifestyle your body will change to adapt. A healing crisis is simply that—the adjustment time for your body to accommodate the new program. Plus, this means that your body is now at a new level of health.

When your body starts to cleanse itself new symptoms can appear, or the undesired problem may seem amplified. Other common occurrences during a healing crisis can be any of the following: headache, nausea, dizziness, tiredness, eczema, rash, thirst, hunger, weakness and muscle cramps.

In most cases this occurrence doesn't last long. But, it should be noted that every 'body' is different and each person will go through their own healing crisis that can vary greatly; not only person to person but also members within the same family. The average healing crisis usually lasts less than 2-3 weeks. The severity and duration of the healing crisis can be controlled by the individual. Someone who wishes fast results and is willing to go through a shorter but more intense healing time can do so. Whereas there are others who prefer to have little or no symptoms of a detox (healing crisis) in this case these people would lower the amount and frequency of detoxifying products.

Changing your lifestyle is something to embrace and enjoy, this includes the healing that comes with any new change.



Available at Avena Originals for \$9.95

A healing crisis can be controlled by the person. IF you experience any of the symptoms mentioned above increase your water intake by 1 liter.

LIFESTYLE SUGGESTIONS

WATER - without it, we have nothing!

As soon as you feel thirsty your body is already dehydrated!

More than half our bodies are made of water. We need water to live! Water is more important than food, you can go days without nourishment but you can't survive very long without water. It is critical to good health to constantly replenish your water.

The best way to do this is to constantly resupply your body with water. The old standard of 8 x 8oz glasses doesn't work for everyone. The amount of water you drink should be as unique to you as the rest of your diet and lifestyle. Find out how much your body requires simply to maintain itself, then adjust for any activity.

Pure water will hydrate you the best, liquids like juice, soups or broths may nourish, but will be interpreted by the body as a food, whereas pure water doesn't require digestion. Also ensure that you are drinking quality water. Poor water can do as much damage as too little water—always remember your water FACTS. (For more information on water please refer to Avena's News and Views.)

How to Measure your minimum water consumption levels

Step #1: Figure out your body weight (lbs)

Step #2: Multiply your body weight by 15

Step #3: Add Activity Level Water Additions

Step #4: If detoxifying ADD 1 Liter of water

Step #4: Combine your Step 2, 3 & 4 together for the total ml you should be drinking per day.

Activity Levels

Low - 250ml

Light - 500ml

Medium - 750ml

High - 1,000ml

Strenuous - 1,250ml

WATER INTAKE	250ml	500m L	750m L	1 L	1.5L	2L	2.5L	2.75L	X	3.25L	3.5L	3.75L	4L	+
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Tracking water in your Journal

Circle or X the amount of water you drink each day



LIFESTYLE SUGGESTIONS

DIET - we are what we eat.
*Every time you eat or drink you are either
 feeding a disease or fighting it."*

You have to eat. Whenever you are considering a change to your diet, you always need to take into consideration the amount of food you need to eat. With a more raw and fresh diet you will find you are consuming more amounts of food. This is because generally 200 calories of raw food is achieved with more volume than its cooked/processed counterpart. Just as eating too much can cause damage not eating enough can be equally as problematic. (A formula to calculate how many calories is recommended for you each day can be found in your journal on page 13.)

What is raw? Raw food can be classified as anything that has not been heated or processed. Basically a food in its natural state just as nature provides. Remember canned, pasteurized and processed usually use intense heat.

Important things to remember for a healthy diet/lifestyle.

1. YOU ARE WHAT YOU EAT –YOU ARE THE QUALITY OF THE FOOD YOU EAT
2. Eat 80% Fresh and Raw, or increase your raw food until you reach at least this level
3. Don't forget to EAT enough food to sustain you (find out how many calories you should be consuming)
4. Don't forget GOOD salts.
5. Drink Water—Nothing can substitute pure water (flavoured, sweetened and juices don't count)
6. Healthy fats are good for you
7. Eat a Variety of foods –the more Colour the better (Don't forget your GREEN foods)

Use these healthy tips to create a simple diet plan for yourself and use the schedule to plan when you are going to eat and take your nutritional health products.

Failing to plan, is planning to fail!

Eating smaller meals more often is better for your diet and metabolism, than a few large meals. Try eating 5-6 small meals per day (200-400 calories, depending on your daily caloric needs- BMR). On page 19 you will find our BMR calculator. By filling out the chart you will be give your Basal Metabolic Rate. This is the amount you should aim for as it's a very close caloric representation of what your body needs to function on a daily basis.

Top 5 Foods to eliminate from your diet today

1. Sugar & artificial sweeteners
2. Caffeine
3. Soy
4. Gluten
5. Alcohol



LIFESTYLE SUGGESTIONS


SLEEP - the forgotten part of health.

So many of us believe that there is not enough time in the day to get everything we need accomplished. Often the amount of time that we sleep is cut down in favour of other more 'important' day to day functions. The truth is sleep is just as important to health as our diet. The average person requires 7.5 hours of sleep for both health and cognitive function.

Your body uses sleep to recharge your batteries, helping you in all health aspects especially healing. How often do doctors recommend a good nights sleep for colds and flu's? This is because your body naturally releases hormones to encourage sleep during times of illness to deter energy away from wakefulness and more towards healing.

You can tell if you are getting the proper amount of sleep if you are waking up feeling rested and energized. If you constantly have to be awoken by your alarm clock (and even hit the snooze button) you are not getting enough sleep. Sleeping a healthy amount will result in you waking naturally. Make sure you give yourself time to fall asleep at night.

How to Complete your Sleep Chart in your Journal

	Bedtime 11:00 pm	Woke-up 7:00 am	TOTAL Hrs Slept 8 hours
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How do you find out how much sleep your body needs?

Take a few days and go to sleep early and let your body sleep until you wake naturally. You should not need an alarm clock. Take the average time over those 5 days, and that is how much you sleep you should aim for.

If you need an alarm clock to wake up you are not getting enough sleep.



LIFESTYLE SUGGESTIONS

EXERCISE- get your body moving.

In as little as 15 minutes a day you can improve your health - all you have to do is move!

Getting your body moving is great for health. Keeping your body in good physical condition is ideal for health and wellness. You cannot be healthy if you have no physical endurance. It doesn't take much—just a few minutes a day. Your lymphatic system is a way for your body to detox and is almost entirely run by movement. Complete health cannot be achieved without exercise of some form. Studies have proven that those who incorporate a fitness regime in their weight loss goals are more likely to shed pounds faster. More importantly, keep the weight off!

Sit Up -

1. Lie with your back flattened against the floor. Tighten your butt and tilt your pelvis to help you do this. Fold your arms across your chest, bend your knees and keep your feet flat on the floor.
2. Using your upper abs muscles, raise your head and shoulders off the floor and look towards your knees. Hold this position for a count of your choice.
3. Slowly lower your shoulders to the floor in a smooth movement. Allow your shoulders to just touch the floor and then repeat the whole movement. Use your upper abs to raise your head and shoulders off the floor, and keep your feet and lower back flat on the floor.

Jumping Jacks -

Begin by standing with your feet together and arms at your sides. Tighten your abdominal muscles to pull your pelvis forward and take the curve out of your lower back. Bend your knees and jump, moving your feet apart until they are wider than your shoulders. At the same time, raise your arms over your head. You should be on the balls of your feet. Keep your knees bent while you jump again, bringing your feet together and your arms back to your sides. At the end of the movement, your weight should be on your heels. Repeat the exercise, working in sets and resting briefly in between. As you become more fit, perform jumping jacks faster and for a certain length of time rather than in sets.

Wall squat -

With feet shoulder width apart stand backward with back against wall or door leaf; cross hands over chest and look ahead. Squat down sliding with back along wall until thighs are parallel to floor; start timer. Hold position as long as possible. Stop timer when done.

Push Up -

1. Lie flat on the floor on your stomach. Put your palms flat on the floor directly under your shoulders. Use your forearms to raise your upper body as far as you can off the floor.
2. While raising your upper body, keep your hips in contact with the floor. Keep your chest upright and do not hunch your shoulders towards your ears. Hold for a count of 20. Repeat. Lift your chin but don't allow your head to drop backwards.

Do not feel limited to just using these exercise suggestions, feel free to improvise with your own exercises.

